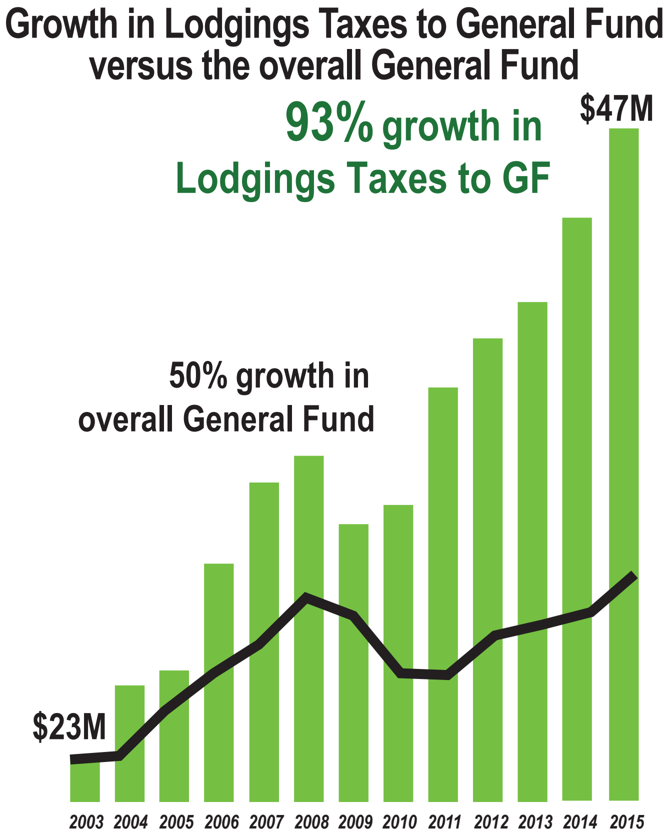
Sweet Home Alabama

TRAVEL
Economic Impact 2015


EXECUTIVE SUMMARY

- **Based on the primary and secondary tax data, it is estimated that over 25 million people visited the State of Alabama during 2015.**
- **Travelers are estimated to have spent over $12.6 billion in Alabama. This represents an increase of 7.7 percent as compared to 2014 spending.**
- **The General Fund of the State of Alabama received over $46.8 million from lodgings taxes in 2015.**
- **In 2015, over $797 million of state and local tax revenues were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay $424 in additional taxes to maintain current service levels.**
- **Travel industry expenditures represent 6.2 percent of Alabama's Gross Domestic Product – overall production – in 2015.**
- **An estimated 175,652 jobs – 9% of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.**
- **The total impact of the travel and tourism industry on Alabama's earnings in 2015 is estimated at over $4.5 billion.**
- **Every $107,310 of travel-related expenditures creates one direct job in Alabama.**
- **For every $1 in Alabama's travel-related expenditures, the state retains a total of $0.36.**
- **The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile, and Montgomery, accounting for 68% of the total number of visitors to the state.**

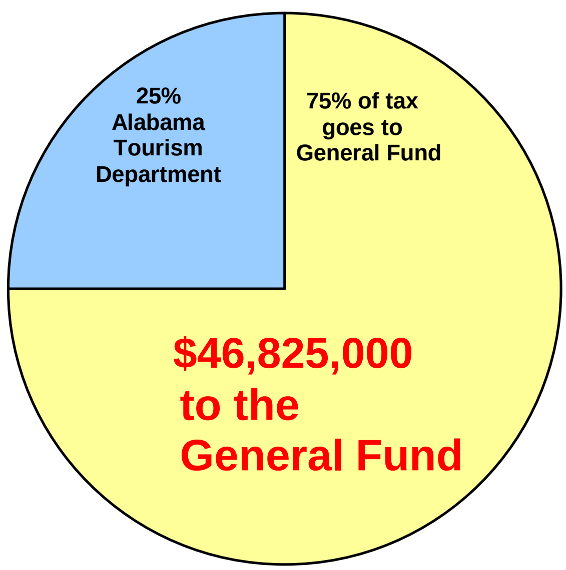



ECONOMIC IMPACT

ALABAMA TRAVEL INDUSTRY 2015

Every $107,310 of expenditures in the travel industry creates one direct job in Alabama. For every two direct jobs created, the Alabama economy indirectly creates one additional job.

4% STATE LODGING TAX



EXECUTIVE SUMMARY

- Analysis of state lodging tax revenues, Smith Travel Research data on hotel occupancy rates, and field intercept surveys conducted in previous years were used to estimate the economic impact of tourism on Alabama for calendar year 2015.

- Based on the primary and secondary data, it is estimated that more than 25 million people visited the State of Alabama during 2015.

- Travelers are estimated to have spent more than $12.6 billion in Alabama. This represents an increase of 7.7 percent as compared to 2014 spending.

- In 2015, more than $797 million of state and local tax revenues were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay $424 in additional taxes to maintain current service levels.

- Travel industry expenditures represent 6.2 percent of Alabama's Gross Domestic Product – overall production – in 2015.

- An estimated 175,652 jobs – 9 percent of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.

- The total impact of the travel and tourism industry on Alabama's earnings in 2015 is estimated at more than $4.5 billion.

- Every $107,310 of travel-related expenditures creates one direct job in Alabama.

- For every $1 in Alabama's travel-related expenditures, the state retains a total of $0.36.

- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile, and Montgomery, accounting for 68 percent of the total number of visitors to the state.

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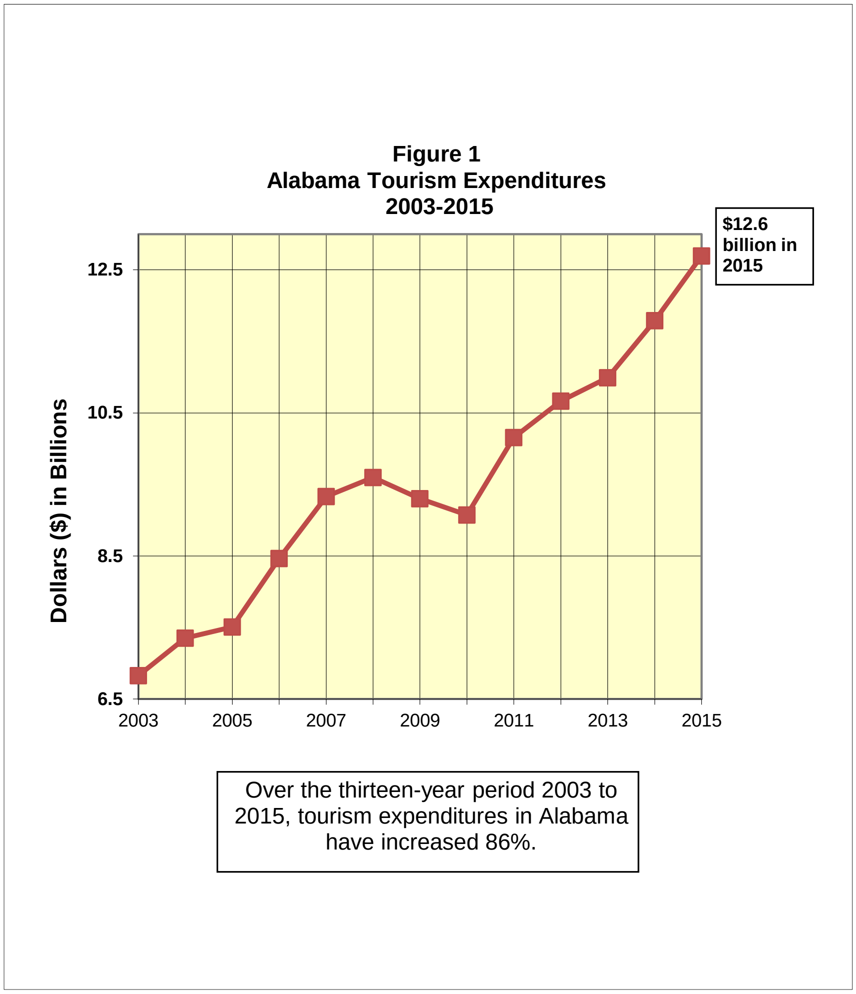


Year	Expenditure Amount ($)
2003	6,827,262,068
2004	7,351,692,906
2005	7,508,600,725
2006	8,464,797,584
2007	9,333,356,043
2008	9,599,370,556
2009	9,303,501,738
2010	9,074,704,379
2011	10,156,511,225
2012	10,666,782,091
2013	10,992,687,443
2014	11,790,985,168
2015	12,696,882,066

Introduction

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2015. Information sources used to prepare this report included primary data, detailed monthly lodging tax data, copies of previously commissioned economic impact studies, and other relevant information and publications. State lodging tax data analyzed for this report was on a “by month of expenditure” basis. This data was provided by the Alabama Department of Revenue. This study also used information obtained from selected issues of Impact of Travel on State Economies (The Research Department of the U.S. Travel Association [USTA]). Any, and all, revisions in travel industry multipliers or adjustments in primary data by USTA have been incorporated into the Alabama 2015 report.

Additional sources of information were used in preparing the 2015 economic impact study. Information on hotel occupancy rates and lodging revenue generation was obtained from Smith Travel Research. The results of field-intercept surveys that were conducted in previous years at locations and events throughout the state were also utilized.

Economic impact analysis was performed using a model developed by Dr. Keivan Deravi, an economist in the School of Business, Auburn University Montgomery. This model, designed for the Alabama Tourism Department and the State of Alabama, uses Alabama industry multipliers developed by the Regional Input-Output Modeling System, United States Department of Commerce, Economic and Statistical Division, Bureau of Economic Analysis, Regional Economic Analysis Division.

Data collection and report compilation was done by Alabama Tourism Department staff member Pam Smith.

We wish to express our appreciation and thanks to Dr. Deravi for his assistance in the preparation of this report.

April 20, 2016

ESTIMATES OF THE NUMBER OF VISITORS, HOTEL AND MOTEL OCCUPANCY RATES, AND AVERAGE ROOM RATES FOR THE STATE OF ALABAMA

The detailed information pertaining to hotel and motel occupancy rates, average room rates, room demand, and room revenue was obtained from Smith Travel Research (STR). STR data and venue survey results obtained from site-intercept studies conducted from 2000 to 2005 were used to estimate the number of visitors for the State and for the top five counties in terms of travel expenditures. More specifically, the room demand for calendar year 2015, the average number of nights staying in the area, and the average number of people in a party were used to estimate the total number of visitors who used the lodging establishments. The data was then adjusted to include the number of people who chose not to stay overnight. This information was obtained from the previous years' venue survey research. The results are shown in *Table 1* and *Table 2*.

TABLE 1
ESTIMATED TOTAL NUMBER OF VISITORS FOR THE STATE OF ALABAMA AND SELECTED COUNTIES

COUNTY	TOTAL NUMBER OF VISITORS		NUMBER OF TRAVELERS STAYING IN HOTEL AND MOTEL ACCOMMODATIONS	
	2014	2015	2014	2015
BALDWIN	5,746,282	6,131,596	1,489,912	1,578,637
JEFFERSON	3,062,417	3,231,404	1,950,760	2,058,404
MOBILE	2,958,008	3,050,633	1,721,560	1,775,468
MADISON	2,844,728	2,974,708	1,977,086	2,067,422
MONTGOMERY	1,513,910	1,725,857	917,429	1,045,869
OTHER COUNTIES	8,216,082	8,068,465	8,682,207	8,791,649
STATE OF ALABAMA	**24,341,427**	**25,182,663**	**16,738,954**	**17,317,449**

Source: Smith Travel Research

TABLE 2
AVERAGE HOTEL OCCUPANCY RATES AND ROOM RATES FOR THE STATE OF ALABAMA AND SELECTED COUNTIES

COUNTY	AVERAGE OCCUPANCY RATE (%)		AVERAGE ROOM RATE ($)		ROOM SUPPLY (HOTELS AND MOTELS) ANNUAL MONTHLY AVERAGE*	
	2014	2015	2014	2015	2014	2015
BALDWIN (HOTELS ONLY)	58.7	61.7	113	118	157,437	157,421
JEFFERSON	61.0	63.6	83	85	416,935	414,969
MADISON	59.4	61.5	78	79	204,326	201,600
MOBILE	59.1	60.5	74	76	219,582	219,711
MONTGOMERY	60.8	63.9	69	72	193,318	186,516
STATE OF ALABAMA	57.2	58.9	78	81	2,185,858	2,187,452

*Room Supply is the number of rooms available multiplied by the number of days in a month.
Source: Smith Travel Research

It is estimated that more than 25 million visitors made Alabama their travel destination in 2015. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 68 percent of the travelers chose these counties as their destination.

TRAVEL INDUSTRY EXPENDITURES IN ALABAMA

In 2015, it is estimated that travelers spent more than $12.6 billion in Alabama. This represents an increase of 7.7 percent as compared to 2014 spending, as shown in *Table 3*.

TABLE 3
TRAVEL EXPENDITURES IN ALABAMA

YEAR	EXPENDITURES	CHANGE
2015	$ 12,696,882,066	7.7%
2014	$ 11,790,985,168	7.3%
2013	$ 10,992,687,443	----

In order to compare the growth of travel industry expenditures to Alabama's overall economy, travel expenditures for 2013 through 2015 were adjusted for inflation and then compared to the growth rates in the state's Gross Domestic Product and the service sector.

TABLE 4
REAL RATES OF GROWTH IN 2013-2015*

YEAR	ALABAMA GROSS DOMESTIC PRODUCT	SERVICES	TRAVEL INDUSTRY
2015	2.2%	3.6%	6.9%
2014	1.0%	1.8%	6.9%
2013	2.4%	1.8 %	2.0%

As shown in *Table 4,* growth in the travel industry for 2015 is greater than growth in the Alabama Gross Domestic Product and in the service sector.

Documenting the travel industry's importance and its contribution to the state economy, this report notes that travel-related expenditures represent 6.2 percent of all statewide economic activities in Alabama.

* Source: Bureau of Economic Analysis (BEA), U.S. Department of Commerce. For the Alabama Gross Domestic Product and Service percentage changes, the 2013 and 2014 numbers are actual numbers and the 2015 figures are our estimates.

In *Table 5*, direct travel expenditures in Alabama are listed by category. This serves to identify the industries most impacted by travel and tourism spending.

TABLE 5
TRAVEL EXPENDITURES BY CATEGORY - 2015

	EXPENDITURES	SHARE OF TOTAL
LODGING FACILITIES	$ 1,693,500,569	13%
EATING AND DRINKING ESTABLISHMENTS	$ 3,397,288,679	27%
GENERAL RETAIL	$ 1,243,077,769	10%
ENTERTAINMENT	$ 1,216,330,165	9%
PUBLIC TRANSPORTATION	$ 1,863,244,982	15%
AUTO TRANSPORTATION	$ 3,283,439,902	26%
TOTAL	$ 12,696,882,066	100%

The largest single travel expenditure was made on eating and drinking. This category (food services in general) accounted for 27 percent of all the travel and tourism spending in the state. Transportation and lodging were the next largest travel expenditure categories.

TRAVEL - GENERATED EMPLOYMENT

In 2015, an estimated 118,320 Alabama jobs were directly attributable to the travel industry. These jobs were created in direct response to services demanded by travelers in the state. The employment industry breakdown is presented in *Table 6*.

Table 6 indicates that the biggest beneficiaries of travel-related activities were eating and drinking establishments. This sector accounted for 53 percent of all the travel-related jobs created in the state in 2015. Other industries that benefited strongly were lodging facilities and entertainment.

TABLE 6
TRAVEL-RELATED DIRECT EMPLOYMENT - 2015

	PERSONS EMPLOYED	SHARE OF TOTAL
LODGING FACILITIES	24,106	20%
EATING AND DRINKING ESTABLISHMENTS	62,763	53%
GENERAL RETAIL	7,579	6%
ENTERTAINMENT	15,325	13%
PUBLIC TRANSPORTATION	3,164	3%
AUTO TRANSPORTATION	5,383	5%
TOTAL	118,320	100%

The job creation process, however, does not end with direct employment. Each job created by travel provided income for those employed in the above sub-sectors of the economy. This income generated expenditures, which in turn, created additional demand for goods and services and thus, more jobs in the state. This indirect job creation is known as the multiplier effect or economic impact. *Table 7* shows the direct, indirect, and overall job impact of the travel industry on Alabama employment.

According to *Table 7*, the 118,320 direct jobs led to the creation of 57,332 additional, or indirect, jobs in the state in 2015.

TABLE 7
TRAVEL INDUSTRY TOTAL (IMPACT) EMPLOYMENT - 2015

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	24,106	15,224	39,330
EATING AND DRINKING ESTABLISHMENTS	62,763	23,655	86,418
GENERAL RETAIL	7,579	3,369	10,948
ENTERTAINMENT	15,325	5,914	21,239
PUBLIC TRANSPORTATION	3,164	3,395	6,559
AUTO TRANSPORTATION	5,383	5,775	11,158
TOTAL	118,320	57,332	175,652

This overall job creation impact of 175,652 jobs is impressive. According to this analysis, 9 percent of all the non-agricultural employment in the State of Alabama in 2015 was directly and indirectly associated with the state's travel industry.*

Furthermore, the analysis shows that every $107,310 in travel industry spending creates one direct job in Alabama. Finally, for every two direct jobs created, the Alabama economy indirectly creates one additional job.

TRAVEL-GENERATED EARNINGS

Travel expenditures in Alabama lead to employment, which in turn leads to additional earnings. Travel industry direct earnings for Alabama in 2015 are presented in *Table 8*.

TABLE 8
TRAVEL-RELATED DIRECT EARNINGS - 2015

	EARNINGS	SHARE OF TOTAL
LODGING FACILITIES	$ 504,536,553	20%
EATING AND DRINKING ESTABLISHMENTS	$ 1,036,351,852	41%
GENERAL RETAIL	$ 164,157,638	6%
ENTERTAINMENT	$ 371,044,718	15%
PUBLIC TRANSPORTATION	$ 282,054,391	11%
AUTO TRANSPORTATION	$ 165,794,750	7%
TOTAL	$ 2,523,939,902	100%

* The 2015 Alabama state non-agricultural employment was 1,947,300. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2015, the travel industry was responsible for generating more than $2.5 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows an increase of 7.2 percent as compared to 2014.

Again, the largest beneficiaries appear to be eating and drinking establishments and lodging facilities. The overall impact of travel expenditures on earnings is presented in *Table 9*.

TABLE 9
TRAVEL INDUSTRY TOTAL (IMPACT) EARNINGS - 2015

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	$ 504,536,553	$ 443,184,908	$ 947,721,461
EATING AND DRINKING ESTABLISHMENTS	$ 1,036,351,852	$ 809,287,161	$ 1,845,639,013
GENERAL RETAIL	$ 164,157,638	$ 103,140,245	$ 267,297,883
ENTERTAINMENT	$ 371,044,718	$ 264,480,674	$ 635,525,392
PUBLIC TRANSPORTATION	$ 282,054,391	$ 242,256,516	$ 524,310,907
AUTO TRANSPORTATION	$ 165,794,750	$ 142,401,111	$ 308,195,861
TOTAL	$ 2,523,939,902	$ 2,004,750,615	$ 4,528,690,517

The total impact of the travel industry on Alabama's earning power is estimated at more than $4.5 billion for 2015. This includes direct earnings of more than $2.5 billion and an indirect impact of more than $2 billion. This suggests that the industry was responsible for 3.6 percent of total earnings in the state in 2015.

Additionally, every $1 in travel-related spending translates to $0.20 in direct earnings. The indirect impact is estimated to amount to an additional $0.16 in earnings, bringing the total to $0.36.

This suggests that for every $1 in travel-related expenditures, the state directly and indirectly retains $0.36 in earnings for its citizens.

TRAVEL-GENERATED TAX REVENUE

Table 10 highlights the impact of travel-related industries on state and local government revenues.

TABLE 10
GOVERNMENT REVENUE ASSOCIATED WITH TRAVEL INDUSTRY 2013-2015

YEAR	STATE REVENUE	LOCAL REVENUE	TOTAL	% CHANGE
2015	$ 569,611,120	$ 228,377,625	$ 797,988,745	3.9%
2014	$ 548,284,432	$ 219,826,988	$ 768,111,420	4.0%
2013	$ 527,008,855	$ 211,296,842	$ 738,305,697	----

We estimate that in 2015, more than $797 million in tax revenues were realized, primarily due to travel-related activities. These revenues were in the form of income, sales, excise, property, and corporate income taxes. Without those taxes, each household in Alabama would have had to pay $424 in additional taxes to maintain current service levels.*

As a result, we estimate that every $1 in travel-related spending resulted in $0.05 and $0.02 in tax revenue for state and local governments, respectively.

*The U.S. Census 2010 number of Alabama households was 1,883,791. This information was provided by the U.S. Census Bureau.

ALABAMA TRAVEL DATA BY REGION

The following is a comparison of Alabama travel data tabulated according to the four Alabama regional tourism divisions:

TABLE 11
ALABAMA REGIONAL TOURISM DATA

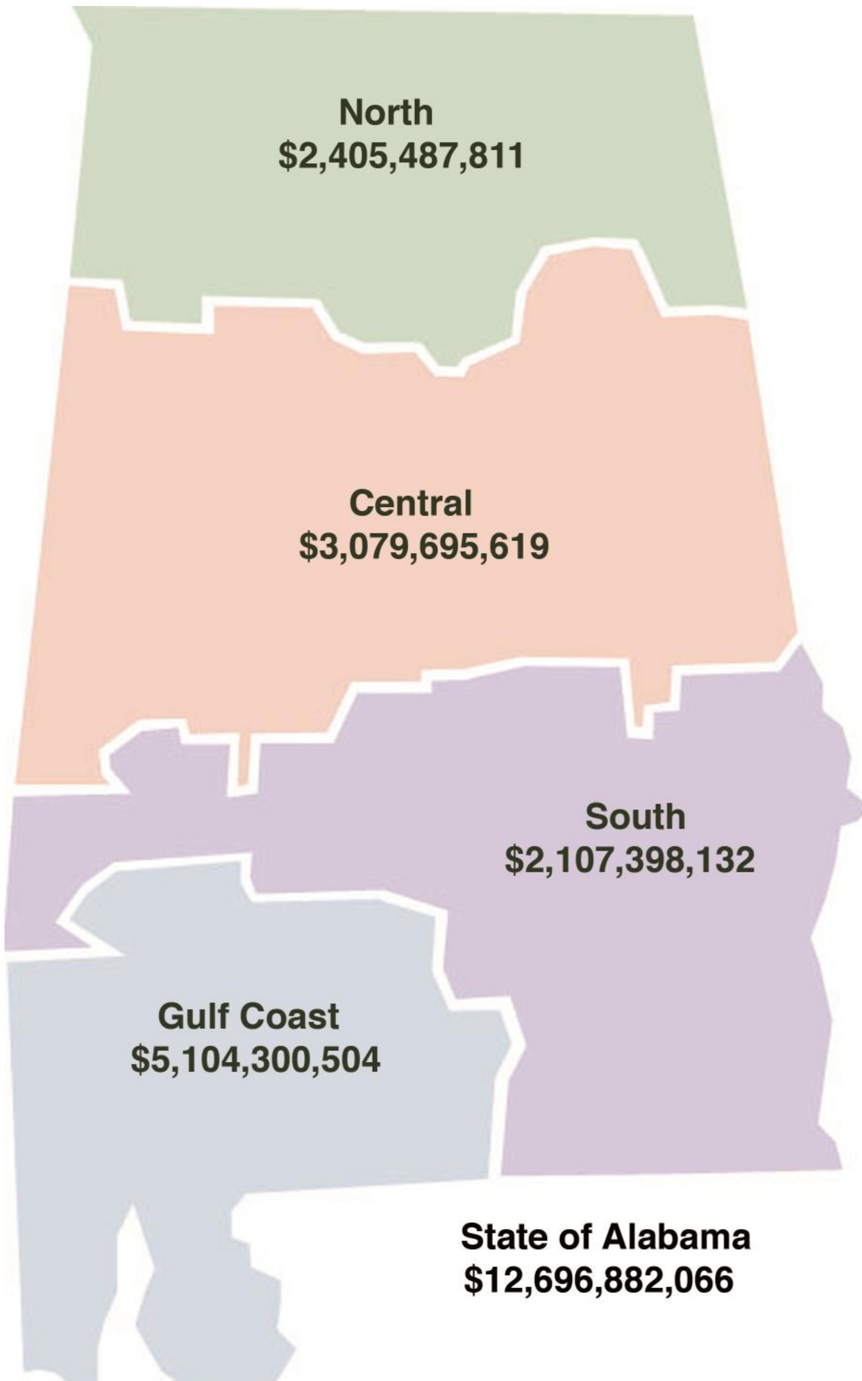
TOTAL EXPENDITURES ($)	2014	2015	GROWTH	PERCENTAGE OF STATE TOTAL
NORTH REGION	2,266,801,539	2,405,487,811	6.1%	18.9%
CENTRAL REGION	2,949,413,855	3,079,695,619	4.4%	24.3%
SOUTH REGION	1,946,190,850	2,107,398,132	8.3%	16.6%
GULF COAST REGION	4,628,501,570	5,104,300,504	10.3%	40.2%
STATE OF ALABAMA	11,790,985,168*	12,696,882,066	7.7%	100.0%

TRAVEL-RELATED EARNINGS ($)	2014	2015	GROWTH	PERCENTAGE OF STATE TOTAL
NORTH REGION	724,998,822	775,937,442	7.0%	17.1%
CENTRAL REGION	1,132,522,403	1,182,065,754	4.4%	26.1%
SOUTH REGION	745,933,603	809,230,546	8.5%	17.9%
GULF COAST REGION	1,623,055,759	1,761,456,775	8.5%	38.9%
STATE OF ALABAMA	4,226,632,699*	4,528,690,517	7.1%	100.0%

TRAVEL-RELATED EMPLOYMENT	2014	2015	GROWTH	PERCENTAGE OF STATE TOTAL
TOTAL – DIRECT AND INDIRECT				
NORTH REGION	29,246	30,969	5.9%	17.6%
CENTRAL REGION	44,900	46,756	4.1%	26.6%
SOUTH REGION	29,321	31,590	7.7%	18.0%
GULF COAST REGION	63,798	66,337	4.0%	37.8%
STATE OF ALABAMA	167,273*	175,652	5.0%	100.0%
DIRECT				
NORTH REGION	19,689	20,845	5.9%	17.6%
CENTRAL REGION	30,234	31,482	4.1%	26.6%
SOUTH REGION	19,745	21,275	7.7%	18.0%
GULF COAST REGION	42,954	44,718	4.1%	37.8%
STATE OF ALABAMA	112,625*	118,320	5.1%	100.0%

* * 2014 regional totals do not equal 2014 state totals because of inclusion of "Out of State" category amounts in state totals.

FIGURE 2
2015 TRAVEL-RELATED TOTAL
EXPENDITURES BY ALABAMA TRAVEL
REGION



TRAVEL-GENERATED EMPLOYMENT: COUNTY-BY-COUNTY BASIS

Total travel-generated employment in 2015 was distributed on a county-by-county level on the basis of each county's share of total lodging expenditures. The results are reported in tables on the following pages, as explained below:

*Table 12***,** on page 13**,** represents direct travel-generated employment for each county and the rate of annual change.

*Table 13***,** on page 15**,** represents travel-generated total employment (both direct and indirect) in each county and the rate of annual change.

*Table 14***,** on page 17**,** ranks the counties in Alabama, from greatest to least, based on the benefit received from travel-generated total employment in the state.

*Table 15***,** on page 19**,** shows the 41 counties with the highest growth rate in travel-generated total employment.

Several conclusions can be drawn from the information presented in *Tables 12 through 15*, which are as follows:

- Baldwin and Jefferson counties are**,** by far**,** the largest travel-concentrated counties in the state, accounting for 43 percent of all travel-related employment.

- Seven counties - Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa - account for 131,853 travel-related workers, which is 75 percent of all travel-generated employment.

OTHER TABLE LISTINGS:

*Table 16***,** on page 21 provides the ratio of county quarterly-to-annual state lodging tax in 2015.

*Table 17***,** on page 23**,** shows the metropolitan statistical area (MSA) share of state lodging tax per MSA.

*Table 18***,** on page 23, shows the distribution of state lodging tax among designated demographic areas.

Additional information on *Tables 16* through *18* will be provided in the following section, starting on page 20.

*Table 19***,** on page 24**,** shows travel-related earnings by county**,** including the annual growth rate.

*Table 20***,** on page 26**,** shows travel-related expenditures by county.

*Table 21***,** on page 28**,** contains annual state lodging tax data and provides the amount and percentage of annual change.

Table 12
Direct Travel-Related Employment
by County

County	2013	2014	2015	2014-2015 Rate of Growth
Autauga	278	295	272	-7.8%
Baldwin	30,243	31,186	32,536	4.3%
Barbour	385	389	433	11.3%
Bibb*	----	----	----	----
Blount	78	80	80	0.0%
Bullock*	----	----	----	----
Butler	417	446	487	9.2%
Calhoun	590	594	622	4.7%
Chambers	291	249	263	5.6%
Cherokee	141	144	105	-27.1%
Chilton	310	303	300	-1.0%
Choctaw	38	39	38	-2.6%
Clarke	396	363	390	7.4%
Clay	13	13	6	-53.8%
Cleburne	115	111	131	18.0%
Coffee	592	604	582	-3.6%
Colbert	521	538	528	-1.9%
Conecuh	182	189	194	2.6%
Coosa	30	26	33	26.9%
Covington	349	355	355	0.0%
Crenshaw	12	17	18	5.9%
Cullman	880	930	1,010	8.6%
Dale	359	391	393	0.5%
Dallas	684	732	710	-3.0%
DeKalb	612	635	683	7.6%
Elmore	1,205	1,278	1,409	10.3%
Escambia	552	468	481	2.8%
Etowah	1,071	1,064	1,207	13.4%
Fayette	22	22	21	-4.5%
Franklin	125	133	186	39.8%
Geneva	38	29	31	6.9%
Greene	59	61	74	21.3%
Hale*	----	----	----	----
Henry	41	35	29	-17.1%
Houston	2,357	2,384	2,535	6.3%
Jackson	432	402	474	17.9%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

Table 12 (continued)
Direct Travel-Related Employment
by County

County	2013	2014	2015	2014-2015 Rate of Growth
Jefferson	17,525	17,816	18,418	3.4%
Lamar	9	10	8	-20.0%
Lauderdale	1,641	1,705	1,857	8.9%
Lawrence	102	106	106	0.0%
Lee	3,352	3,405	3,964	16.4%
Limestone	953	1,001	1,050	4.9%
Lowndes*	----	----	----	----
Macon	153	150	126	-16.0%
Madison	9,598	9,880	10,229	3.5%
Marengo	354	382	375	-1.8%
Marion	229	256	256	0.0%
Marshall	1,428	1,480	1,698	14.7%
Mobile	10,285	10,506	10,878	3.5%
Monroe	233	233	230	-1.3%
Montgomery	7,383	7,587	8,067	6.3%
Morgan	1,389	1,255	1,281	2.1%
Perry	37	30	51	70.0%
Pickens	22	23	28	21.7%
Pike	586	584	660	13.0%
Randolph	43	45	51	13.3%
Russell	728	585	734	25.5%
Shelby	3,861	3,914	4,038	3.2%
St. Clair	695	723	738	2.1%
Sumter	116	119	115	-3.4%
Talladega	756	810	873	7.8%
Tallapoosa	500	476	526	10.5%
Tuscaloosa	4,289	4,397	4,665	6.1%
Walker	483	492	521	5.9%
Washington	9	9	9	0.0%
Wilcox	55	58	57	-1.7%
Winston	74	80	95	18.8%
Out of State	15	3	----	----
State Total	**110,321**	**112,625**	**118,320**	**5.1%**

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 13
TOTAL (DIRECT AND INDIRECT)
TRAVEL-RELATED EMPLOYMENT BY COUNTY

COUNTY	2013	2014	2015	2014-2015 RATE OF GROWTH
AUTAUGA	413	438	403	-8.0%
BALDWIN	44,910	46,320	48,243	4.2%
BARBOUR	572	578	643	11.2%
BIBB*	----	----	----	----
BLOUNT	116	119	119	0.0%
BULLOCK *	----	----	----	----
BUTLER	619	663	723	9.0%
CALHOUN	885	891	933	4.7%
CHAMBERS	432	370	391	5.7%
CHEROKEE	209	214	156	-27.1%
CHILTON	460	450	445	-1.1%
CHOCTAW	57	59	58	-1.7%
CLARKE	588	539	579	7.4%
CLAY	20	19	9	-52.6%
CLEBURNE	162	157	185	17.8%
COFFEE	879	897	864	-3.7%
COLBERT	780	804	790	-1.7%
CONECUH	270	280	288	2.9%
COOSA	45	38	49	28.9%
COVINGTON	518	527	527	0.0%
CRENSHAW	18	25	27	8.0%
CULLMAN	1,307	1,381	1,500	8.6%
DALE	534	581	583	0.3%
DALLAS	1,015	1,087	1,054	-3.0%
DEKALB	908	942	1,015	7.7%
ELMORE	1,790	1,897	2,093	10.3%
ESCAMBIA	819	695	715	2.9%
ETOWAH	1,591	1,580	1,792	13.4%
FAYETTE	32	32	31	-3.1%
FRANKLIN	186	197	277	40.6%
GENEVA	57	43	47	9.3%
GREENE	88	91	110	20.9%
HALE*	----	----	----	----
HENRY	61	53	44	-17.0%
HOUSTON	3,501	3,541	3,764	6.3%
JACKSON	646	602	710	17.9%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

Table 13 (continued)
Total (Direct and Indirect)
Travel-Related Employment by County

County	2013	2014	2015	2014-2015 Rate of Growth
Jefferson	26,028	26,460	27,354	3.4%
Lamar	13	15	12	-20.0%
Lauderdale	2,437	2,532	2,758	8.9%
Lawrence	153	159	158	-0.6%
Lee	4,978	5,058	5,888	16.4%
Limestone	1,415	1,487	1,559	4.8%
Lowndes*	----	----	----	----
Macon	234	229	191	-16.6%
Madison	14,255	14,674	15,193	3.5%
Marengo	516	556	546	-1.8%
Marion	336	375	374	-0.3%
Marshall	2,122	2,198	2,523	14.8%
Mobile	15,276	15,604	16,156	3.5%
Monroe	347	346	342	-1.2%
Montgomery	10,965	11,268	11,981	6.3%
Morgan	2,064	1,863	1,903	2.1%
Perry	55	44	76	72.7%
Pickens	33	34	42	23.5%
Pike	870	867	980	13.0%
Randolph	63	67	75	11.9%
Russell	1,081	868	1,090	25.6%
Shelby	5,735	5,813	5,997	3.2%
St. Clair	1,032	1,073	1,097	2.2%
Sumter	172	176	171	-2.8%
Talladega	1,123	1,203	1,296	7.7%
Tallapoosa	742	707	780	10.3%
Tuscaloosa	6,370	6,530	6,929	6.1%
Walker	717	730	774	6.0%
Washington	14	14	14	0.0%
Wilcox	81	86	84	-2.3%
Winston	109	119	142	19.3%
Out of State	24	8	----	----
State Total	**163,848**	**167,273**	**175,652**	**5.0%**

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

Table 14
Total Travel-Related Employment by County
Ordered by Size

County	2015	Share of Total
Baldwin	48,243	27.47%
Jefferson	27,354	15.57%
Mobile	16,156	9.20%
Madison	15,193	8.65%
Montgomery	11,981	6.82%
Tuscaloosa	6,929	3.94%
Shelby	5,997	3.41%
Lee	5,888	3.35%
Houston	3,764	2.14%
Lauderdale	2,758	1.57%
Marshall	2,523	1.44%
Elmore	2,093	1.19%
Morgan	1,903	1.08%
Etowah	1,792	1.02%
Limestone	1,559	0.89%
Cullman	1,500	0.85%
Talladega	1,296	0.74%
St. Clair	1,097	0.62%
Russell	1,090	0.62%
Dallas	1,054	0.60%
DeKalb	1,015	0.58%
Pike	980	0.56%
Calhoun	933	0.53%
Coffee	864	0.49%
Colbert	790	0.45%
Tallapoosa	780	0.44%
Walker	774	0.44%
Butler	723	0.41%
Escambia	715	0.41%
Jackson	710	0.40%
Barbour	643	0.37%
Dale	583	0.33%
Clarke	579	0.33%
Marengo	546	0.31%
Covington	527	0.30%
Chilton	445	0.25%
Autauga	403	0.23%
Chambers	391	0.22%

TABLE 14 (CONTINUED)
TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY
ORDERED BY SIZE

COUNTY	2015	SHARE OF TOTAL
MARION	374	0.21%
MONROE	342	0.19%
CONECUH	288	0.16%
FRANKLIN	277	0.16%
MACON	191	0.11%
CLEBURNE	185	0.11%
SUMTER	171	0.10%
LAWRENCE	158	0.09%
CHEROKEE	156	0.09%
WINSTON	142	0.08%
BLOUNT	119	0.07%
GREENE	110	0.06%
WILCOX	84	0.05%
PERRY	76	0.04%
RANDOLPH	75	0.04%
CHOCTAW	58	0.03%
COOSA	49	0.03%
GENEVA	47	0.03%
HENRY	44	0.03%
PICKENS	42	0.02%
FAYETTE	31	0.02%
CRENSHAW	27	0.02%
WASHINGTON	14	0.01%
LAMAR	12	0.01%
CLAY	9	0.01%
STATE TOTAL	**175,652**	**100%**

Table 15
Counties with Largest
Total Employment Growth in 2015

County	2013	2014	2015	2014-2015 Rate of Growth
Perry	55	44	76	72.7%
Franklin	186	197	277	40.6%
Coosa	45	38	49	28.9%
Russell	1,081	868	1,090	25.6%
Pickens	33	34	42	23.5%
Greene	88	91	110	20.9%
Winston	109	119	142	19.3%
Jackson	646	602	710	17.9%
Cleburne	162	157	185	17.8%
Lee	4,978	5,058	5,888	16.4%
Marshall	2,122	2,198	2,523	14.8%
Etowah	1,591	1,580	1,792	13.4%
Pike	870	867	980	13.0%
Randolph	63	67	75	11.9%
Barbour	572	578	643	11.2%
Elmore	1,790	1,897	2,093	10.3%
Tallapoosa	742	707	780	10.3%
Geneva	57	43	47	9.3%
Butler	619	663	723	9.0%
Lauderdale	2,437	2,532	2,758	8.9%
Cullman	1,307	1,381	1,500	8.6%
Crenshaw	18	25	27	8.0%
DeKalb	908	942	1,015	7.7%
Talladega	1,123	1,203	1,296	7.7%
Clarke	588	539	579	7.4%
Houston	3,501	3,541	3,764	6.3%
Montgomery	10,965	11,268	11,981	6.3%
Tuscaloosa	6,370	6,530	6,929	6.1%
Walker	717	730	774	6.0%
Chambers	432	370	391	5.7%
Limestone	1,415	1,487	1,559	4.8%
Calhoun	885	891	933	4.7%
Baldwin	44,910	46,320	48,243	4.2%
Madison	14,255	14,674	15,193	3.5%
Mobile	15,276	15,604	16,156	3.5%
Jefferson	26,028	26,460	27,354	3.4%
Shelby	5,735	5,813	5,997	3.2%
Conecuh	270	280	288	2.9%
Escambia	819	695	715	2.9%
St. Clair	1,032	1,073	1,097	2.2%
Morgan	2,064	1,863	1,903	2.1%

LODGING TAX-SEASONAL AND DESIGNATED DEMOGRAPHIC AREA ANALYSES

SEASONAL ANALYSIS – Quarterly lodging tax collections were used to gain insight into the seasonal travel-related activities in each county and at the state level. The results are reported in the graph shown below and in *Table 16,* on page 21.

The graph *Lodging Tax by Quarter-State*, illustrates the ratio of the state's quarterly lodging tax collection to its annual lodging tax.

- According to the graph, the combined second and third quarter period (April through September) appears to be the strongest travel-related season, with 60.5 percent of all state lodging taxes collected during this period.

- This graph also indicates that the first quarter (January through March) and the fourth quarter (October through December) were the least active travel and tourism periods, with 20.0 percent and 19.6 percent, respectively, of state lodging taxes being collected for each of these periods.

FIGURE 3

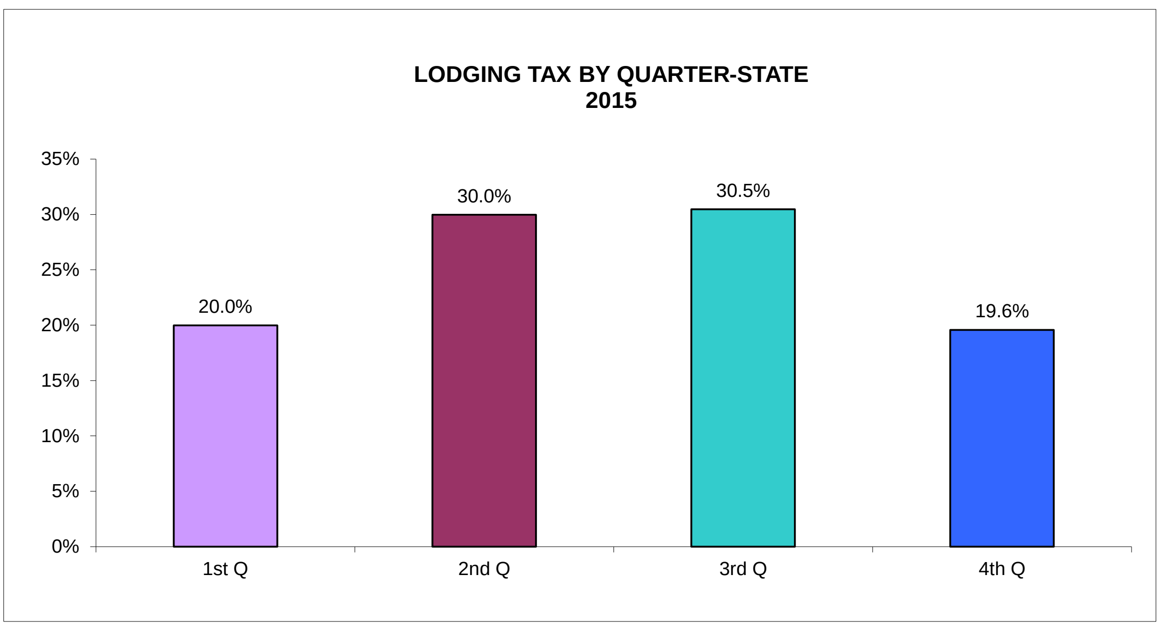


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

- Baldwin County shows the most seasonality in travel and tourism activities. Three-quarters (76 percent) of all 2015 lodging taxes in this county were collected in the second and third quarters. In the second and third quarters, 36 percent and 40 percent were collected, respectively.

- Of the seven major travel destinations in the state, all showed variations due to seasonality. Baldwin and Madison showed increased activity in the second and third quarters. Jefferson, Montgomery and Shelby had increased activity in the second quarter. Tuscaloosa had increased activity in the third and fourth quarters, while Mobile had increased activity in the first, second and third quarters.

TABLE 16
RATIO OF COUNTIES' QUARTERLY TO ANNUAL LODGING TAX

	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER
BALDWIN	13%	36%	40%	11%
JEFFERSON	24%	26%	25%	25%
MADISON	24%	28%	26%	22%
MOBILE	26%	27%	27%	20%
MONTGOMERY	24%	27%	25%	24%
SHELBY	24%	27%	25%	24%
TUSCALOOSA	19%	24%	28%	28%

DESIGNATED DEMOGRAPHIC AREA ANALYSIS – In order to analyze area differences that may exist in terms of travel and tourism activities in Alabama, state lodging tax collections were grouped by Metropolitan Statistical Areas (MSAs).
At present, there are eleven MSAs located entirely in Alabama. These MSAs**,** and their counties**,** are as follows:

ANNISTON-OXFORD	CALHOUN
AUBURN-OPELIKA	LEE
BIRMINGHAM-HOOVER	BIBB, BLOUNT, CHILTON, JEFFERSON, ST. CLAIR, SHELBY AND WALKER
DECATUR	LAWRENCE AND MORGAN
DOTHAN	GENEVA, HENRY AND HOUSTON
FLORENCE-MUSCLE SHOALS	COLBERT AND LAUDERDALE
GADSDEN	ETOWAH
HUNTSVILLE	LIMESTONE AND MADISON
MOBILE	MOBILE
MONTGOMERY	AUTAUGA, ELMORE, LOWNDES AND MONTGOMERY
TUSCALOOSA	GREENE, HALE AND TUSCALOOSA

The state lodging tax share**,** presented by MSA and designated demographic areas**,** is found in *Tables 17* and *18* on page 23.

Table 17 shows the state lodging tax share of each MSA relative to the total lodging tax for the state. This information can be summarized as follows:

- 58 percent of all the lodging tax in the state is collected in these 11 MSAs.
- The Birmingham-Hoover MSA is largest in terms of travel-related spending.
- Huntsville MSA is second, Mobile MSA is third and Montgomery MSA is fourth in terms of travel-related spending.

In *Table 18,* MSAs are combined to form Designated Demographic Areas. These are as follows:

NORTHERN AREA	DECATUR, FLORENCE-MUSCLE SHOALS, HUNTSVILLE AND GADSDEN
CENTRAL AREA	ANNISTON-OXFORD, AUBURN-OPELIKA, BIRMINGHAM-HOOVER, MONTGOMERY AND TUSCALOOSA
SOUTHERN AREA	DOTHAN AND MOBILE

Table 18 shows the lodging tax share of each area relative to the state. These results can be summarized as follows:

- The Central Area has the largest lodging tax share, with 33.5 percent of the state's total.
- The Northern Area is second, in terms of travel and tourism activities, with 14.5 percent of the state's total.
- The Southern Area is ranked third in comparison to the Central and Northern areas, with a 9.9 percent share of the state's travel and tourism activities.

Table 17
State Lodging Tax:
MSA as a Percent of Total State

MSAs	2013	2014	2015
Anniston-Oxford	1.6%	1.6%	1.5%
Auburn-Opelika	2.9%	2.8%	3.0%
Birmingham-Hoover	19.0%	18.9%	18.1%
Decatur	1.6%	1.4%	1.4%
Dothan	2.1%	2.0%	2.1%
Florence-Muscle Shoals	2.2%	2.2%	2.2%
Gadsden	1.1%	1.1%	1.2%
Huntsville	9.9%	10.0%	9.7%
Mobile	8.1%	8.1%	7.8%
Montgomery	6.8%	7.1%	7.0%
Tuscaloosa	3.9%	3.8%	3.8%

Table 18
MSA State Lodging Tax by Designated Demographic Areas

Areas	2013	2014	2015
Northern	14.8%	14.7%	14.5%
Central – Total	34.1%	34.2%	33.5%
Central – Anniston-Oxford, Birmingham-Hoover and Tuscaloosa	24.4%	24.3%	23.5%
Central –Auburn-Opelika and Montgomery	9.7%	9.9%	10.1%
Southern	10.2%	10.1%	9.9%

Table 19
Travel-Related Earnings by County
Total (Direct and Indirect)

County	2013	2014	2015	2014-2015 Rate of Growth
Autauga	10,046,952	11,632,572	11,162,945	-4.0%
Baldwin	1,102,215,682	1,171,240,181	1,308,586,780	11.7%
Barbour	13,901,463	14,022,660	15,048,571	7.3%
Bibb*	----	----	----	----
Blount	2,736,950	2,875,187	2,904,754	1.0%
Bullock*	----	----	----	----
Butler	15,032,187	16,393,418	18,761,161	14.4%
Calhoun	20,927,050	21,842,064	23,432,395	7.3%
Chambers	10,486,000	9,354,681	9,890,650	5.7%
Cherokee	5,087,671	5,221,621	4,793,866	-8.2%
Chilton	11,184,509	10,998,937	11,031,766	0.3%
Choctaw	1,354,201	1,416,083	1,384,546	-2.2%
Clarke	14,291,906	13,622,210	14,553,973	6.8%
Clay	485,588	457,112	232,095	-49.2%
Cleburne	3,916,162	3,777,837	4,399,219	16.4%
Coffee	21,349,346	21,946,665	21,424,967	-2.4%
Colbert	18,266,998	18,915,660	18,668,551	-1.3%
Conecuh	6,425,052	6,643,196	6,675,069	0.5%
Coosa	1,099,364	970,069	1,126,770	16.2%
Covington	12,580,723	12,796,528	12,783,187	-0.1%
Crenshaw	443,276	624,908	658,356	5.4%
Cullman	31,759,927	33,998,108	37,144,142	9.3%
Dale	12,973,063	13,972,743	13,918,242	-0.4%
Dallas	24,674,168	26,574,781	25,562,811	-3.8%
DeKalb	22,068,492	22,827,721	25,659,709	12.4%
Elmore	43,492,413	46,148,195	51,134,119	10.8%
Escambia	19,907,255	17,197,148	18,168,477	5.6%
Etowah	38,661,063	39,068,581	44,283,662	13.3%
Fayette	778,535	788,262	774,675	-1.7%
Franklin	4,528,795	4,797,273	6,235,655	30.0%
Geneva	1,388,805	1,089,597	1,165,393	7.0%
Greene	2,106,646	2,172,249	2,620,415	20.6%
Hale*	----	----	----	----
Henry	1,461,928	1,314,636	1,105,682	-15.9%
Houston	85,065,486	89,561,737	97,026,894	8.3%
Jackson	15,575,495	14,336,461	17,015,781	18.7%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

Table 19 (continued)
Travel-Related Earnings by County
Total (Direct and Indirect)

County	2013	2014	2015	2014-2015 Rate of Growth
Jefferson	632,436,928	668,783,732	697,605,585	4.3%
Lamar	312,247	350,103	305,959	-12.6%
Lauderdale	59,208,782	62,183,650	67,255,258	8.2%
Lawrence	3,585,798	3,779,028	3,761,467	-0.5%
Lee	120,960,905	135,553,809	157,739,672	16.4%
Limestone	34,390,221	37,574,264	40,061,841	6.6%
Lowndes*	----	----	----	----
Macon	5,888,285	5,888,285	4,691,315	-20.3%
Madison	340,984,097	367,332,787	388,724,671	5.8%
Marengo	12,250,032	13,145,505	13,083,177	-0.5%
Marion	8,101,519	9,098,849	9,128,867	0.3%
Marshall	51,551,225	53,735,466	61,193,714	13.9%
Mobile	367,591,676	405,546,709	405,079,820	-0.1%
Monroe	8,420,293	8,462,694	8,050,644	-4.9%
Montgomery	266,438,768	288,466,248	308,821,805	7.1%
Morgan	50,144,079	46,333,466	45,458,017	-1.9%
Perry	1,336,389	1,120,980	1,777,297	58.5%
Pickens	802,153	833,728	1,143,081	37.1%
Pike	21,136,154	21,343,618	23,602,088	10.6%
Randolph	1,542,424	1,608,879	1,867,624	16.1%
Russell	26,256,288	21,944,866	28,093,580	28.0%
Shelby	139,343,451	143,742,757	143,647,425	-0.1%
St. Clair	25,081,821	26,219,705	26,028,832	-0.7%
Sumter	4,179,718	4,278,521	4,014,827	-6.2%
Talladega	27,297,580	28,977,268	30,541,990	5.4%
Tallapoosa	18,035,024	17,040,083	17,725,374	4.0%
Tuscaloosa	154,777,950	168,871,241	182,793,949	8.2%
Walker	17,433,753	20,334,195	21,105,826	3.8%
Washington	332,485	343,621	342,012	-0.5%
Wilcox	1,979,757	2,096,749	2,062,035	-1.7%
Winston	2,654,636	2,920,700	3,647,487	24.9%
Out of State	513,855	122,112	----	----
State Total	**$ 3,981,241,444**	**$ 4,226,632,699**	**$ 4,528,690,517**	**7.1%**

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 20
TRAVEL-RELATED EXPENDITURES BY COUNTY

COUNTY	2013	2014	2015	2014-2015 RATE OF GROWTH
AUTAUGA	26,899,978	33,761,173	30,334,502	-10.1%
BALDWIN	3,237,415,744	3,513,855,997	3,948,273,769	12.4%
BARBOUR	37,220,151	37,455,313	40,893,412	9.2%
BIBB*	----	----	----	----
BLOUNT	7,328,337	7,906,049	7,740,384	-2.1%
BULLOCK*	----	----	----	----
BUTLER	40,247,582	45,326,550	48,543,712	7.1%
CALHOUN	63,935,528	69,131,886	72,063,741	4.2%
CHAMBERS	28,075,498	25,310,810	26,877,132	6.2%
CHEROKEE	17,277,964	30,520,579	16,523,418	-45.9%
CHILTON	29,945,705	29,759,647	29,612,272	-0.5%
CHOCTAW	3,625,775	3,952,865	3,762,403	-4.8%
CLARKE	38,265,532	36,857,394	39,549,376	7.3%
CLAY	565,457	379,190	143,021	-62.3%
CLEBURNE	9,186,627	8,796,292	10,491,522	19.3%
COFFEE	57,161,314	59,173,403	55,294,732	-6.6%
COLBERT	45,441,536	54,980,156	52,133,550	-5.2%
CONECUH	17,522,500	19,015,905	19,114,380	0.5%
COOSA	2,943,467	2,052,922	2,574,236	25.4%
COVINGTON	37,385,101	38,358,121	38,093,078	-0.7%
CRENSHAW	1,186,839	1,690,802	1,789,035	5.8%
CULLMAN	101,106,603	112,401,657	120,164,330	6.9%
DALE	34,734,427	39,748,111	39,284,862	-1.2%
DALLAS	66,063,281	86,118,243	81,657,091	-5.2%
DEKALB	71,577,500	74,999,267	78,988,510	5.3%
ELMORE	116,447,755	129,718,145	141,391,696	9.0%
ESCAMBIA	52,980,434	46,530,045	46,933,135	0.9%
ETOWAH	122,583,936	122,919,932	146,853,956	19.5%
FAYETTE	2,155,527	2,229,151	2,108,598	-5.4%
FRANKLIN	12,125,518	13,980,075	19,383,342	38.6%
GENEVA	3,718,424	2,948,105	3,166,872	7.4%
GREENE	3,658,835	3,975,839	4,732,249	19.0%
HALE*	----	----	----	----
HENRY	3,914,206	3,556,990	3,004,612	-15.5%
HOUSTON	227,756,619	238,033,014	263,663,620	10.8%
JACKSON	50,051,145	46,555,774	55,496,361	19.2%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

Table 20 (continued)
Travel-Related Expenditures by County

County	2013	2014	2015	2014-2015 Rate of Growth
Jefferson	1,648,400,271	1,775,932,734	1,832,752,456	3.2%
Lamar	836,017	1,082,735	831,423	-23.2%
Lauderdale	197,651,845	209,981,775	227,867,009	8.5%
Lawrence	11,157,807	11,895,855	11,879,298	-0.1%
Lee	323,863,980	338,217,895	391,613,518	15.8%
Limestone	109,815,541	120,567,233	124,021,228	2.9%
Lowndes*	----	----	----	----
Macon	9,112,245	9,149,572	7,871,517	-14.0%
Madison	997,597,100	1,081,239,150	1,133,253,049	4.8%
Marengo	29,464,611	32,559,153	30,675,799	-5.8%
Marion	29,298,531	33,202,179	33,147,098	-0.2%
Marshall	173,368,420	187,714,956	208,871,064	11.3%
Mobile	916,882,380	988,643,343	1,027,623,404	3.9%
Monroe	22,544,719	22,654,589	21,877,048	-3.4%
Montgomery	661,206,872	723,426,438	777,836,573	7.5%
Morgan	160,417,955	149,791,626	159,253,430	6.3%
Perry	3,578,084	3,033,018	5,317,358	75.3%
Pickens	3,364,541	3,479,867	4,102,173	17.9%
Pike	56,590,507	57,749,083	66,575,379	15.3%
Randolph	4,129,727	4,595,905	5,075,133	10.4%
Russell	70,299,292	59,375,868	76,342,286	28.6%
Shelby	307,193,164	315,443,127	326,398,770	3.5%
St. Clair	60,225,154	64,221,642	65,367,008	1.8%
Sumter	11,190,889	11,518,270	10,910,005	-5.3%
Talladega	73,087,275	77,541,265	82,995,665	7.0%
Tallapoosa	42,991,803	41,249,360	44,265,996	7.3%
Tuscaloosa	436,859,788	454,662,293	495,723,293	9.0%
Walker	46,677,600	55,017,902	57,353,568	4.2%
Washington	890,205	944,297	929,392	-1.6%
Wilcox	5,300,654	5,872,006	5,603,433	-4.6%
Winston	7,107,593	8,145,276	9,911,784	21.7%
Out of State	1,078,028	77,354	----	----
State Total	**$ 10,992,687,443**	**$ 11,790,985,168**	**$ 12,696,882,066**	**7.7%**

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 21
ANNUAL STATE LODGING TAX

COUNTY	2013	2014	2015	2014-2015 DOLLAR INCREASE/ DECREASE	2014-2015 RATE OF GROWTH
AUTAUGA	130,227	163,444	146,855	-16,589	-10.1%
BALDWIN	16,379,371	17,777,992	19,975,884	2,197,892	12.4%
BARBOUR	180,189	181,328	197,972	16,644	9.2%
BIBB#	----	----	----	----	----
BLOUNT*	38,613	41,657	40,784	-873	-2.1%
BULLOCK#	----	----	----	----	----
BUTLER	191,303	215,444	230,736	15,292	7.1%
CALHOUN ±	842,198	910,648	949,268	38,620	4.2%
CHAMBERS	137,189	123,679	131,333	7,654	6.2%
CHEROKEE*	83,988	148,359	80,320	-68,039	-45.9%
CHILTON	144,972	144,072	143,358	-714	-0.5%
CHOCTAW	18,228	19,873	18,915	-958	-4.8%
CLARKE	185,250	178,433	191,465	13,032	7.3%
CLAY	2,843	1,906	719	-1,187	-62.3%
CLEBURNE	46,185	44,222	52,745	8,523	19.3%
COFFEE	284,634	294,653	275,340	-19,313	-6.6%
COLBERT*	223,857	270,847	256,824	-14,023	-5.2%
CONECUH	88,092	95,600	96,095	495	0.5%
COOSA	14,798	10,321	12,942	2,621	25.4%
COVINGTON	161,909	166,123	164,975	-1,148	-0.7%
CRENSHAW	17,704	25,221	26,687	1,466	5.8%
CULLMAN*	504,596	560,967	599,708	38,741	6.9%
DALE	168,155	192,427	190,185	-2,242	-1.2%
DALLAS	201,260	262,357	248,766	-13,591	-5.2%
DEKALB*	365,787	383,274	403,660	20,386	5.3%
ELMORE	585,426	652,141	710,829	58,688	9.0%
ESCAMBIA	266,352	233,924	235,950	2,026	0.9%
ETOWAH*	613,550	615,232	735,025	119,793	19.5%
FAYETTE	10,321	10,674	10,338	-336	-3.1%
FRANKLIN*	75,474	87,017	120,649	33,632	38.6%
GENEVA	18,694	14,821	15,921	1,100	7.4%
GREENE	23,660	25,710	30,601	4,891	19.0%
HALE#	----	----	----	----	----
HENRY	19,678	17,882	15,105	-2,777	-15.5%
HOUSTON	1,102,609	1,152,359	1,276,441	124,082	10.8%

* Denotes the Alabama Mountain Lakes Tourist Association area counties with a 5 percent rate. The state lodging tax rate is 4 percent, except for counties in the AMLTA area.

± Denotes areas where local lodging tax data were used for the economic model due to inconsistent trends in state lodging tax data.

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Table 21 (continued)
Annual State Lodging Tax

County	2013	2014	2015	2014-2015 Dollar Increase/ Decrease	2014-2015 Rate of Growth
Jackson* ±	276,432	291,614	342,918	51,304	17.6%
Jefferson	8,054,772	8,677,948	8,955,593	277,645	3.2%
Lamar	4,203	5,443	4,180	-1,263	-23.2%
Lauderdale*	950,521	1,009,816	1,095,827	86,011	8.5%
Lawrence*	59,758	63,711	63,622	-89	-0.1%
Lee	1,567,881	1,637,371	1,895,869	258,498	15.8%
Limestone*	547,072	600,634	617,841	17,207	2.9%
Lowndes#		----	----	----	----
Macon	45,811	45,998	39,573	-6,425	-14.0%
Madison*	4,814,645	5,218,322	5,469,354	251,032	4.8%
Marengo	148,130	163,687	154,219	-9,468	-5.8%
Marion*	148,554	168,347	168,068	-279	-0.2%
Marshall* ±	537,209	610,559	641,954	31,395	5.1%
Mobile	4,358,081	4,699,171	4,884,450	185,279	3.9%
Monroe	113,341	113,893	109,984	-3,909	-3.4%
Montgomery ±	2,962,632	3,281,158	3,527,940	246,782	7.5%
Morgan*	804,999	751,674	799,155	47,481	6.3%
Perry	17,817	15,103	26,478	11,375	75.3%
Pickens	10,797	11,167	13,164	1,997	17.9%
Pike	284,502	290,326	334,699	44,373	15.3%
Randolph	20,762	23,105	25,515	2,410	10.4%
Russell	340,331	287,449	369,586	82,137	28.6%
Shelby	1,473,531	1,513,104	1,565,656	52,552	3.5%
St. Clair	302,774	322,866	328,624	5,758	1.8%
Sumter	55,725	57,355	54,326	-3,029	-5.3%
Talladega	350,582	371,947	398,110	26,163	7.0%
Tallapoosa	216,136	207,376	222,542	15,166	7.3%
Tuscaloosa	2,076,461	2,161,079	2,356,248	195,169	9.0%
Walker	234,666	276,595	288,338	11,743	4.2%
Washington	4,475	4,747	4,672	-75	-1.6%
Wilcox	26,146	28,964	27,639	-1,325	-4.6%
Winston*	44,240	50,699	61,695	10,996	21.7%
Out of State	23,967	389	----	----	----
State Total	**$54,004,065**	**$57,984,224**	**$62,434,234**	**$4,450,010**	**7.7%**

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Sweet Home Alabama

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